

The Presenter's Contract

Effective this date, _____, the members of your audience (hereinafter referred to as AUDIENCE) and _____ (print your name, hereinafter referred to as PRESENTER), do hereby agree to the following terms and conditions whensoever PRESENTER shall appear before AUDIENCE in a prearranged condition commonly known as a presentation, seminar, workshop or similarly defined convening:

- 1** AUDIENCE promises to instinctively and mercilessly judge PRESENTER within the first thirty (30) seconds of PRESENTER opening his or her mouth. In return, PRESENTER promises to plan, rehearse, and possibly even memorize the opening of his/her presentation to garner AUDIENCE's respect and to sustain its attention for the remainder of said presentation.
- 2** AUDIENCE promises to view overall presentation with naked self-interest, implicitly asking "What's in it for me?" In return, PRESENTER promises to conduct research prior to the presentation to understand AUDIENCE's interests and beliefs and to craft his/her presentation in such a manner as to speak directly to said interests and beliefs.
- 3** Whether presentation shall be ten (10) minutes, sixty (60) minutes, or any length of time in between, AUDIENCE promises to retain no more than a handful of key points. (For the purposes of this agreement, a handful shall be defined as three (3) to five (5). In the unlikely event any audience member retains more than five (5) points, this agreement shall remain in force.) In return, PRESENTER promises to synthesize the information within his/her presentation into said handful of key points, and will incorporate such tools (e.g., repetition, humor, storytelling, and especially interactive exercises) that ensure AUDIENCE remembers said points.
- 4** AUDIENCE promises to view PowerPoint slides that employ standardized templates (e.g., title followed by multiple bullet points) with disgust, loathing, or similar emotions of AUDIENCE's choosing. While PRESENTER's use of such slides shall not be considered a de facto termination of this agreement, it may permit AUDIENCE to exit said presentation, check email on BlackBerry or other handheld device, slide into unconsciousness, or any combination of the above.
- 5** PRESENTER promises that if his/her presentation includes supporting visuals such as PowerPoint slides, PRESENTER will use visuals to reinforce main points of his/her presentation with minimal use of text, emphasis on images with strong emotional content, and with full awareness that AUDIENCE can, in fact, read text without PRESENTER's assistance.
- 6** PRESENTER promises to vary the tone, volume, and pacing of his/her voice; to maintain eye contact with the audience; and generally to deliver presentation in such a manner that confirms PRESENTER is currently alive.
- 7** As the presentation nears its conclusion, AUDIENCE promises to pay increased attention (including, but not limited to, rousing from slumber.) In return, PRESENTER promises to prepare a closing statement - delivered after a period of question-and-answer - that reinforces what the PRESENTER wants the audience to think, feel, and do as a result of said presentation.
- 8** PRESENTER hereby promises to use printed handouts for transmission of information not suitable to PowerPoint and/or as reminder of key points in the presentation. PRESENTER further promises to distribute said hand-outs after the presentation whenever possible since AUDIENCE promises to flip through any hand-outs the moment they receive them whether instructed to or not.
- 9** Despite explicit requests from the PRESENTER, AUDIENCE promises to leave all mobile telephones on during the presentation, and to subject PRESENTER to annoying musical tones including classical, rock, jazz, hip-hop, easy listening, and others. PRESENTER promises to conceal annoyance to the degree possible, however the destruction of a mobile phone by PRESENTER shall not constitute an abrogation of the terms of this agreement.
- 10** PRESENTER hereby promises and affirms to post this agreement in a clearly visible location within his/her office, cubicle, or workstation; or (if filed in non-visible location) to retrieve and briefly review it prior to future presentations to ensure compliance with all terms and conditions herein.

PRESENTER hereby affixes his/her signature below and so promises, regardless of the humorous nature of this agreement, to take presenting more seriously from this day forward.

Agreed to by: _____

(Please sign and post)

Agreed to by: *The Audience* _____

The Audience